HandsOn
The Newsletter of the American Massage Therapy Association
January/February 2004

AMTA Richmond Convention Sets Attendance Records

The success of AMTA's 2003 National Convention in Richmond, Virginia, could be measured in two visible ways: the all-time high of 958 attendees, and the 127 booths in the exhibits marketplace. The October 22–26 event commemorated AMTA's 60th anniversary.

The convention kicked off with the annual business meeting and national election results. During the business meeting, President Brenda L. Griffith (VA) spoke about the work the AMTA Board of Directors is doing for the future of the profession.

"Future Directions include being more strategically prepared to serve our membership, adapting to changes within the massage therapy profession and making plans based on knowledge-based decision-making," Griffith says. "We want massage therapy to be viewed as a routine part of society's health and well-being."

In her presentation, AMTA Executive Director Elizabeth Lucas, CAE, reported on recent surveys about the use of massage therapy, including the positive impact AMTA has had on the intergration of massage therapy into society's health and well-being.

Another important part of the business meeting occurred when Commissioner of Elections Jean E. Middleswarth (NC) announced the 2003 national election results. Mary Beth Braun (IN), current member-at-large on the board, was voted president-elect for the 2004/2005 fiscal year. Full election results concerning other members elected to the next AMTA Board of Directors can be found on Page 6.

Keynote speaker Bernie Siegel, a well-known writer and supporter of massage therapy, led a rousing discussion that reflected many

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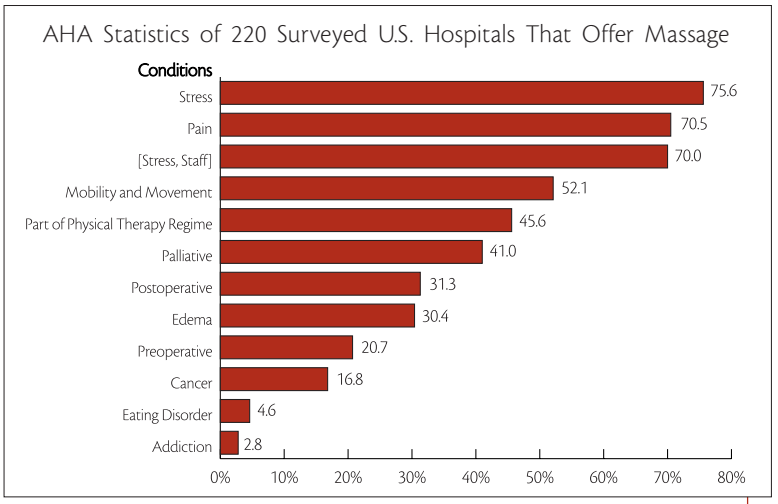
Hospitals Continue To Welcome Massage Therapy

Consider this: The National Institutes of Health finds that pain is the most common reason people seek medical care, and more than one-third of all Americans will suffer from chronic pain at some point in their lives. In fact, chronic pain accounts for more than $100 billion in annual losses to American businesses, while approximately 14 percent of all employees take time off from work due to pain each year.



The AHA survey showed that hospitals most used massage to ease patients' stress and pain.

With statistics like this, it's no wonder that hospitals are starting to embrace what many people have known all along—that massage is an effective form of pain management and stress relief.

The release of the American Hospital Association's (AHA) survey on the use of complementary and alternative medicine (CAM) therapies in hospitals last fall only bolsters this. Health Forum/AHA obtained data from 1,007 of AHA's more than 5,000 member hospitals. The results revealed that 22 percent of those hospitals responding say they have incorporated massage into hospital care. Approximately 30 percent of hospitals offering massage gave more than 500 massages in 2002. While pregnant women were regular seekers of massage, relief of stress or pain were the most frequent reasons patients sought massage in a hospital setting.

Reena Murphy has witnessed the change in hospital massage firsthand. She has been working on cancer patients at the Women Infants and Hospital of Rhode Island for eight years. "It wasn't that the doctors were against massage; they just did not know about it and what it could do," Murphy says in the Winter 2004 issue *Massage Therapy Journal*®. "New medical residents and fellows must now have an hour introductory massage to see what's going on. I think it's amazing that most have never had a massage before."

Another survey, conducted by the Hospital-Based Massage Network—the primary tracker of massage in hospitals—found that of its 106 hospital listings, 636 therapists administered massage to patients and hospital staff, an average of six therapists per hospital. Just 26 percent of referrals for massage come from doctors, with most patients seeking massage themselves.

These findings could have a significant, positive impact on the profession, since pain is a significant national health issue.

For complete convention coverage, turn to pages 3-9.

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President's Letter

It Has Been An Honor And A Pleasure

As I write my last *Hands On* letter as president, I am thinking back over the year's accomplishments. It has been a great year, culminating in our best convention ever. The 2003 convention, celebrating AMTA's 60th anniversary, had the largest attendance in our history.

I had the pleasure of speaking at many events throughout the convention. One of the more special occasions was the first-timers luncheon. While standing at the podium, I could hardly believe the number of people in the audience. We had more than 300 first-time attendees in the room! How exciting to see so many new faces.

I hope all attendees left the convention feeling reenergized, appreciated and more knowledgeable. I also hope they went home asking themselves: How can I best serve the massage therapy profession? (I hope everybody had a really great time, too!)

I want to thank those of you who expressed your appreciation for the work I have done for AMTA. I have been an AMTA volunteer for 14 years, having started out as the communications chair for the Virginia Chapter. Each position or task I have worked on over the years has added to my knowledge and understanding of AMTA's role in advancing the profession of massage therapy. Moving up through the ranks has provided me the time to work with and understand AMTA bylaws, policy and procedures.

I also have been blessed with knowledgeable and patient mentors who helped me identify and understand my positions and tasks. My goal is to be a mentor for other volunteers in order to pass on the knowledge and expertise that I have acquired over the years.

I am so impressed with the work accomplished by the AMTA Board of Directors over this past year. As president, I believe that my job is to facilitate the board in carrying out the work of the association, as determined by our core ideology and the strategic plan. That is what we have been able to do this year, and I want to thank the board members for their hard work and support during some difficult and challenging work.

I look forward to my year as immediate past president, and the new responsibilities and projects that it will involve.

Thank you for the privilege and honor of serving as your AMTA president.

In Service,

Brenda L. Griffith

Brenda L. Griffith
AMTA President

Exhibit Marketplace Sells Out At Convention

The exhibit hall at the National Convention was the scene of constant foot traffic, as a record-breaking 127 exhibit booths lined the hall. Attendees made their way through a variety of exhibits, including lotions/oils, massage tables and chairs, publications and product vendors.

The show was a huge financial success for the exhibitors, with many reporting that they had extra products shipped in each day to accommodate the sales demand. "We started out with 600 CDs and had 75 left.

The Virginia Chapter produced this T-shirt, just one of many items sold at the convention.

We had to get more air-freighted in overnight after our first round of sales on Thursday night," says Jody Olson, marketing director of Power Music, Inc., a Salt Lake City-based fitness and mind/body music company.

Fresh Wave President Phil Coffey says he was pleasantly surprised with how fast his line of natural odor neutralizing products moved at the convention. He also had to have more products shipped in from his company's Barrington, Illinois, headquarters. Having just launched its product into the consumer market in March 2003, AMTA's convention was one of the first his company attended.

"We were amazed. We didn't expect [the convention] to be any more than a learning experience," says Coffey. In the beginning they were giving the products away, but the demand was so high, they began to sell them to make the products move slower.

In fact, Fresh Wave is just one of 70 exhibitors who already have purchased booths for AMTA's 2004 convention in Nashville, Tennessee.

Several exhibitors were recognized with awards, including most creative display (won by graphic artist Julia Sokol), most creative new product display (won by Four Hands) and the exhibit of the year (won by Apresa Springs). Exhibit judges included AMTA members Randa Cherry (IA), Cheryl Gorey (MA), Kathie Lea (LA), Erica Lind (NM), Kerry Methot (CT), Matthew Olds (MA) and several members of AMTA's marketing staff.

AMTA members Dewayne Vass and his fiancée, Dana Nguyen, are all smiles after winning the diamond earrings.

Another popular activity was the drawing for faux diamond paperweights and genuine diamond stud earrings, which were won by Dewayne Vass of Princeton, West Virginia.

Biotone's exhibit was just one of the 127 booths that experienced heavy foot traffic.

Board Addresses Key Issues

At the fall National Board of Directors meeting in Richmond, Virginia, the board's work continued to focus on the future. The following points, approved by the board, are key steps in that process:

- Approved Future Directions of association. (See article on Page 5 for more details.)
- Approved messages for use in AMTA materials distributed to and used by elected officers of the association, trained media spokespersons and chapter leadership. The messages distill communications into three areas—massage, massage therapy profession and AMTA.
- Agreed to focus communications on several external stakeholders: 1) primary audiences—consumers, health-care community, media, government, employers, nonmember massage schools and educators, and nonmember massage practitioners; and 2) secondary audiences—complementary and alternative medicine professionals, educational facilities, health-care insurance companies and sports organizations. These stakeholders are important to reach so AMTA can communicate its Future Directions.
- Directed the Council of Schools to develop a plan in support of AMTA's Vivid Descriptions that endorses accreditation of schools by a U.S. Department of Education-recognized agency specializing in massage therapy education standards and AMTA's goal of professional competency.
- Approved COMTA's request to become an independently incorporated 501(c)(3) organization.
- To ensure the health and wellness of the staff, the board directed staff to explore new office location alternatives with the goal of finalizing a space agreement no later than April 2005. Though the address will change, the board decided the National Office should remain in Evanston.

Additionally, the board examined its work processes and structure by:

- Appointing a task force of volunteers to review annually what type of national volunteer workforce structure is needed to support the association's work. This review will focus efforts on accomplishing AMTA's strategic plan.
- Changing the election cycle to begin each March 1 and end with the elected taking office the following March 1. This coincides with the planning and fiscal year of the association. It also allows each new board to establish direction for the organization and allocate the human and monetary resources to carry it out.

The board also focused on new products, programs and services for the members by:

- Approving an online chapter event sports massage toolkit. This kit will be available to chapters online in early 2004 as an important reference tool when starting or maintaining a chapter event sports massage team.
- Instructing staff to begin using the new member product, program and service (PPS) development process:

The board would like to encourage all members to share their voices in association-related decisions. Visit AMTA's Web site at www.amtamassage.org and sign into the "Members' Only" section to read and comment on upcoming proposed bylaw changes or send in a new PPS idea that serves members.

Future Directions Set

The National Board of Directors has spent the past year analyzing AMTA's goals, processes and programs. We reflected on our history, where we feel the profession should go in the future, how massage is currently viewed by the public and how we want the public to view it. The board acknowledged and studied information gathered about all of AMTA's stakeholders—practitioner members, massage schools and educators, researchers and the public, and the health-care community.

At the National Board of Directors meeting, during AMTA's 60th anniversary celebration, the board approved AMTA's Future Directions. This decision includes descriptions of AMTA's core ideology, its envisioned future and an updated strategic plan. These three beacons provide both long- and short-term direction to the future of both AMTA and the profession.

Because of the way AMTA is structured and organized, it is bound not only by its own core ideology, but by legal requirements as well. AMTA is required to promote the common interests of the massage therapy profession, and must work to improve the business condition of the industry in general, as well as the self-interests of our members. That is our responsibility as a 501(c)(6) not-for-profit association.

Acknowledging that AMTA is incorporated to advance the profession, your National Board of Directors agreed that:

- Our Mission, Core Purpose and Core Values represent AMTA's Core Ideology.
- AMTA's Big Goal and Vivid Description represent AMTA's Envisioned Future.
- Goals, Objectives and strategies for FY04/05 represent AMTA's Strategic Plan.

How did the board arrive at our Core Ideology? What are our Big Goal and Vivid Description?

During the summer of 2003, the draft ideology, envisioned future and strategic plan were posted online for members' and other stakeholders' comments. There was overwhelming agreement with the intended direction. Following this feedback, the board assigned a workgroup to review individual comments to tabulate results and to craft final recommended statements for the board's approval. Those statements were approved and became effective in October.

AMTA used a planning model that looks at four planning horizons:

- 10–30 years for the envisioned future;
- 5–10 years for the critical factors;
- 3–5 years for strategic planning;
- 1–2 years for action planning.

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AMTA's Future Directions

(approved and effective October 20, 2003)

I. Core Ideology: What The Organization Stands For

Mission: To develop and advance the art, science and practice of massage therapy in a caring, professional and ethical manner in order to promote the health and welfare of humanity.

Core Purpose: To promote, advance and provide innovative thinking in the field of massage therapy while facilitating, supporting and serving AMTA members.

Core Values: AMTA values the following:

1. Massage
   - AMTA believes in the benefit of massage for all.
   - Massage enhances the whole person.
2. Service and support to all members
   - AMTA encourages members' professional and personal success and growth.
   - AMTA believes in individual responsibility for success.
   - AMTA cares about building a sense of community within the association.
   - AMTA strives for members' satisfaction.
3. Integrity and ethics related to
   - Standards.
   - Licensing.
   - A well-defined scope of practice.
   - Professionalism.
4. Diversity
   - Massage accessibility for all cultures and ethnicities;
   - Diversity in both the massage therapy profession and the practice of massage;
   - Diverse working environments for practitioners;
   - Respect for different views.
5. Competency in education
   - Certification;
   - Accreditation;
   - Continuing education.
6. Supporting the profession
   - Endorses research into the efficacy of massage;
   - Nurture the profession;
   - Safe touch for consumers;
   - Safe working environments for AMTA members.
7. Organizational effectiveness
   - Leadership through vision, planning and example.
   - Efficiency, nimbleness, flexibility and communication across the organization.
   - Honor and respect for members, volunteers and staff.

II. Envisioned Future: What The Profession Will Look Like In 10–30 Years

Big Goal: The demand for massage reaches the point where it is viewed as a routine part of society's health and well-being, and AMTA members are viewed as providers of high-quality massage.

Vivid Descriptions:

1. The public views professional massage as an important contribution toward wellness, and a majority of the public receives massage on a regular basis.
2. AMTA will be the primary resource for and about massage therapy.
3. AMTA is instrumental in creating and maintaining an environment of cooperation to refine, protect and continually develop the field of massage therapy, while appropriately assisting all states with regulation and scope of practice, with an emphasis on portability across state lines.
4. AMTA creates a climate conducive for members' professional success.
5. AMTA members, upon graduation from basic professional training, have the competency and skills to be professionally successful. AMTA supports and promotes education standards for all levels of massage training.
6. AMTA supports accreditation of all massage therapy institutions and programs by a U.S. Department of Education-recognized agency that specializes in massage therapy education standards.
7. AMTA is instrumental in defining and expanding the role of the massage therapy profession in health care. AMTA advances the field of massage therapy as part of an integrative health-care model, which includes preventive health care; soft tissue specialization; and massage availability in hospitals, clinics and other health-care facilities.

III. Strategic Plan: Three-To-Five Year Plan

Community

Goal: AMTA members view and experience AMTA as an open, supportive and inclusive community.

Objective: Enhance the individual member experience to enable greater member input and/or member participation.

Advocacy and Influence

Goal: Legislators consult AMTA regarding new and/or established policy and regulatory issues and decisions impacting massage therapy.

Objective: Increase awareness of AMTA to legislators and policymakers and be seen as a primary resource with regard to legislative concerns.

Professional Competency

Goal: AMTA members have the competencies, skills and professionalism to be successful.

Objective: Increase AMTA members' knowledge of massage and massage business practices through education.

Image and Awareness

Goal: The public and health-care communities understand the value of massage delivered by AMTA members as a regular part of one's life.

Objective: Increase consumer preferences for massage delivered by AMTA members.

Ethics and Standards

Goal: AMTA and its members are synonymous with professional and ethical massage practices and standards in the minds of the public and employers.

Objective: Increase awareness of ethics and professional standards relevant to the field of massage therapy to AMTA members, their employers and the public.

AMTA's Strategic Focus in Fiscal Year 04/05

1. Refine member services to implement interactive member relationships with AMTA.
2. Develop and implement a government relations program.
3. Redesign public relations program to create consumer preference for AMTA members.

Freeman To Become Next President

At AMTA's 2003 National Convention, the election results for the 2004-2005 National Board were announced by Jean E. Middleswarth (NC), 2003 commissioner of elections. To improve AMTA's planning and budgeting processes, the terms for National Board members have been adjusted to coincide with the AMTA fiscal year. In this transition year, the existing board will remain in office until February 29. The officers elected in 2003 will begin their terms on March 1. Therefore, on March 1, Laurel J. Freeman (FL) will assume the office of president, and Mary Beth Braun (IN) will become president-elect. Former President Brenda L. Griffith (VA) will succeed to immediate past president. They will hold these offices until February 28, 2005.

AMTA Executive Director Elizabeth Lucas poses at the Diamond Jubilee with newly elected President-Elect Mary Beth Braun, President Brenda L. Griffith, Immediate Past President Carolyn Talley Porter and Laurel J. Freeman, who will assume the president's office on March 1.

Vice President Kathleen A. Miller-Read (WA), who is in the middle of her term, will be joined by the newly elected vice presidents—Leena Guptha (PA) and M.K. Brennan (NC).

In the position of member-at-large, Kathie Lea (LA), Glenath Moyle (OR), George Schwind (FL) and William Ron McKnight (CT) join William Greenberg (CT), Charna Rosenholtz (CO), Diane M. Sater (WI) and Terry Hirth-Caldwell (MI). Carolyn Talley Porter (SC), Jeanne Girard (CO), Denise Logsdon (KY), Randa Cherry (IA) and Cynthia Riberio (CA) all are retiring from the board.

During her term as president, Freeman says that she'd like to continue some of the activities that Griffith either initiated or continued from Porter's presidency. "I'd also like to continue having the board work as a cohesive group and to continue to listen to members and hear what is being said," Freeman says.

President-Elect Braun echoed that sentiment. "I am most looking forward to continuing the movement and evolution of the board of directors, volunteers, members and staff in a positive and more focused direction...."

A total of 3,623 ballots were received from 12.07 percent of AMTA's Professional-category members. [Election packets were mailed to more than 30,010 Professional members in August 2003.]

Become a part of AMTA's national leadership in 2004! As part of AMTA's new election timeline, candidate application packets will be available on March 1. See the next issue for more information.

Foundation Convention News

AMTA President's Award Given To John Balletto

AMTA Foundation President John J. Balletto (RI) was presented with this year's President's Award. Balletto has a long history of service to both the profession and AMTA as a board member and vice president, and as chair of the AMTA Strategic Planning Committee. He also has served in numerous other volunteer capacities and as president of the AMTA Foundation for the past four years.

AMTA Chapters Step Forward Again

The Dollar-Per-Member Campaign, through which AMTA chapters donate at least $1 per member each year toward the AMTA Foundation's granting programs, is the backbone of the foundation's annual fundraising campaigns. This year, participating chapters have already raised $25,000, with many of the chapters donating more than $1 per member. The

Foundation President John Balletto accepts his President's Award from Brenda Griffith.

AMTA Foundation Board of Trustees extends its thanks to Maureen Moon (CO) and Kathleen Miller-Read (WA) for their outstanding enthusiasm in coordinating the campaign this year. If you would like to see a list of participating chapters, go to www.amtafoundation.org and click on "Benefactors."

Erik Dalton's Post-Convention Workshop Draws Big Crowd

The post-convention workshop, "Dirty Dozen Myoskeletal Techniques for Neck, Shoulder, Elbow and Hand Pain" was a huge success, raising a record $30,000. The workshop, which was presented by Erik Dalton, (OK), had 125 people in attendance.

Prossage donated class T-shirts, with proceeds from the sale benefiting the AMTA Foundation. A massage table, donated by Golden Ratio, also was raffled off. Thanks to all those who participated in the raffle, which raised $800 for foundation programs. We are very grateful to Dalton and his assistants for their hard work and dedication to the foundation's mission.

(clockwise) Bernie Siegel, Brenda L. Griffith, Mary Beth Braun and Elizabeth Lucas address attendees at the annual business meeting.

Robert K. King demonstrates a foot massage technique at his continuing education course, "Postural Pain and Foot Pronation."

Many products were displayed in the marketplace booths; this attendee received a personal demonstration.

Bruno Chikly presents a course on lymphatic mapping.

President Brenda L. Griffith congratulates Immediate Past President Carolyn Talley Porter on her National Board Member Award.

Renewing acquaintances at the closing banquet were (l–r): former AMTA Presidents Virginia Anthony-Barrow, Maureen Moon, Carolyn Talley Porter and Robert K. King. Current President Brenda L. Griffith is in the middle.

Benny Vaughn explains a sports massage technique.

An attendee receives Thai massage.

National Award Recipients 2003

President's Award	*John J. Balletto (RI)*
Distinguished Service Award	*Judy Dean (AZ) [Posthumously]*
National Meritorious Award	*Diane Gurgone (NY)*
Outstanding Committee Award	*Planning Committee*
Outstanding Committee Chair	*Terrie Yardley-Nohr (MO), Chapter Relations Committee*
Outstanding Government Relations Activist Award	*Carolyn Talley Porter (SC)*
Chapter Growth Award	*Maine Chapter*
Best Chapter Web Site Award	*Indiana Chapter*
Outstanding Newsletter Award	*Harold Achille, New York Chapter*
Outstanding Sports Massage Team	*Missouri Team*
Sports Massage Achiever Award	*Gay B. Barefield (SC)*
Humanitarian Award	*Sandy Aycoth (NC)*
Government Relations Committee Achievement Award	*Illinois Chapter*

Chapter Meritorious Award Recipients 2003

Chapter	Recipient
Alabama	*Marcia Martin*
Arizona	*Sandra K. Anderson*
Arkansas	*Susan G. Porter*
California	*Debra Yost*
Colorado	*Kathryn Anne Stewart*
Connecticut	*Audrey Fontaine*
D.C.	*Gabriela DeAnda*
Delaware	*Diane Snover*
Georgia	*Rita L. Stein*
Idaho	*Gayla Nickel*
Illinois	*Leena Susan Guptha*
Indiana	*Kip Treece*
Iowa	*Erika Dohrer-Smith*
Kansas	*Reed Graber*
Kentucky	*Denise M. Logsdon*
Louisiana	*Ann Watkins*
Maine	*Cheryl L. Tardy*
Maryland	*Martin Chamberlain*
Massachusetts	*Cindy L. Rush*
Michigan	*Julie Wineman*
Minnesota	*Diane Krueger*
Mississippi	*Kimberly Speake*
Missouri	*Maureen Hoock*
Montana	*Paul J. Weston*
Nebraska	*Keri A. York*
Nevada	*Shawn Reel*
New Hampshire	*Janet Lee Wheeler*
New Jersey	*Susan Ring*
New Mexico	*Yvonne F. Gonzales*
New York	*Diane Gurgone*
North Carolina	*Kim R. Moore*
North Dakota	*Karen Wojahn*
Ohio	*Leslee A. Johnson*
Oklahoma	*Jeff Smoot*
Oregon	*Leslie L. Giese*
Pennsylvania	*J. Joy Gottus*
Rhode Island	*Robert Allen*
South Carolina	*Sherry Lynn McJunkin*
South Dakota	*Val Hinzman*
Tennessee	*Maj-Lis Nash*
Utah	*Paul L. Findlay*
Vermont	*Richard Royer*
Virginia	*Lorraine Hancock*
Washington	*Teresa Scharff*
West Virginia	*Joan Carroll*
Wisconsin	*Brad Enerson*
Wyoming	*Johanna Gostas*

Diamond Jubilee

Convention *continued from page 1*

of his columns for *Massage Therapy Journal*®. Siegel, whose son is a massage therapist, has been involved with the magazine for seven years.

The end of the first night of convention found attendees at the first social event—the grand opening of the exhibits marketplace. Named Fall Festival, the exhibit hall experienced heavy attendee traffic that continued throughout the convention.

The following two days were dedicated to first-class continuing education from leaders in the field. Some of the more popular classes included "Tax and Record Keeping," "Lymphatic Mapping," Postural Pain and Foot Pronation," "Intro to TTouch™ for Humans and Animals," Trager® Introductory Workshop" and "USA Sports Massage." Well-known instructors included John Calvi (VT), Bruno Chikly, Robert King (IL), Dawn Nelson, Cheryl Chapman (NJ), Suzanne Torrenzano, Benny Vaughn (TX) and Erik Dalton (OK).

The convention culminated at the final social event—the diamond jubilee dinner and dance. The evening included brief addresses from the newly elected AMTA Board of Directors, a wonderful meal and dancing to a live band.

"I want to extend thanks from the 2003 convention planning committee to all for making this such a successful convention," says Cheryl Gorey (MA), chair of the committee. "From the excellent education seminars to the high energy in the exhibits area, this really was a convention to celebrate the 60th anniversary of the AMTA."

Future Directions *continued from page 4*

It is the board's intent to annually review issues impacting the association's planning for the profession with a new strategic plan update every three to five years. Each June, when year-end results are available, the board will evaluate how it met its action plan.

A huge thanks to those who provided input into AMTA's and the profession's Future Directions. We welcome your continued input at *info@amtamassage.org*.

A copy of AMTA's "Future Directions" document is published on Page 5 and on AMTA's Web site at www.amtamassage.org .

WEB BYTES

Indiana Wins 3rd Annual Chapter Web Site Award Competition

Indiana won the annual chapter Web site award at this year's convention. Entrants were judged on originality of design; type of information provided to members, prospects and consumers; and overall functionality. The sites were also judged for having a routine maintenance plan that updates the site frequently. The judges felt that the Indiana Chapter site met all these criteria. You can view their site at www.amtaindiana.org.

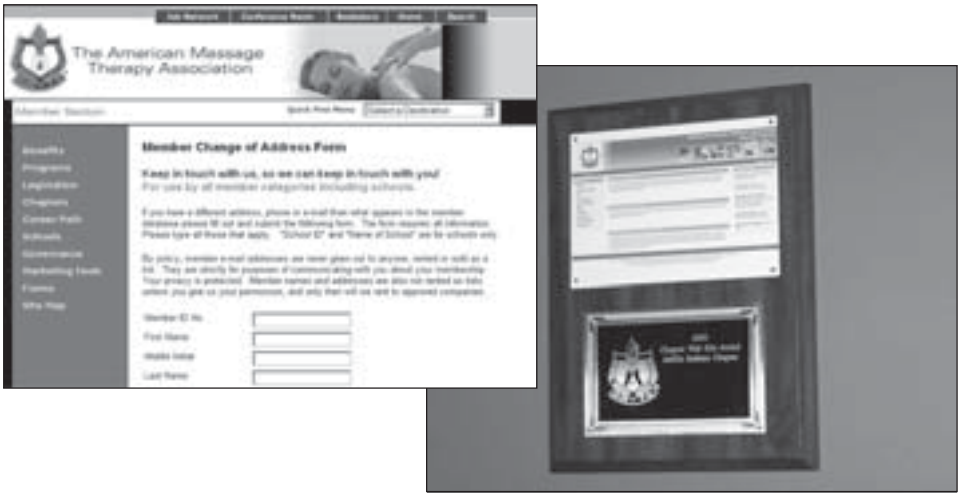
Judges included Cheryl Gorey (MA), chair of the Awards Committee; Kathie Lea (LA), chair of the Communications Committee; Susan Vonesh, director of operations for Neton-Line Services (AMTA's Internet services provider) and the AMTA communications and marketing staff. Applications for entry into next year's competition are now posted in the Chapter Center.

Please Help Us To Communicate Better

Many members move or change names when they marry. With the excitement of such events, don't forget to inform AMTA of any changes. We would really like to hear from you so we can stay in touch.

The Web site offers a convenient form for you to update your information. The link to update your information is more prominent now, with a change of address form right on your entry portal in the right-hand column of the "Special Links" section. It also can be found on the "Forms" page by clicking on the forms link in the left-hand column of your member entry page.

We are especially in need of proper E-mail addresses. Like every other association, AMTA is trying to cut costs and improve communication delivery by sending out broadcast E-mails to members. We also use E-mail to send members the monthly *e-touch,* a massage newsletter℠. Out of approximately 47,000 members, we only have about 24,000 E-mail addresses, with many of them bouncing back as nondeliverable. Please take a moment to visit the Web site today and bring us up-to-date. You'll be surprised at what else you find in the Members' Only section.



AMTA Awareness Efforts Continue To Reach Consumers

AMTA's promotion of massage to various audiences have continued to generate interest from the public and the news media. Recent efforts have included media contacts for AMTA's National Massage Therapy Awareness Week® (NMTAW), and distribution of the new massage posters for medical offices.

At this year's National Convention, AMTA Executive Director Elizabeth Lucas reported on the rapid increase in media attention to massage since the association began an ongoing media relations program in 1997. During the fiscal year ending February 1997, AMTA found there had been approximately 3,700 articles about massage published in the previous year. By the end of February 2002, the number of articles in the previous year hit 12,640. In the year ending February 2003, there had been 13,660 articles published, and reports show there will be well over 14,000 articles about massage published in the year ending February 2004!

AMTA's news release for NMTAW 2003 about the results of recent massage surveys was published in its entirety by at least three medical news weeklies. The information was published as important news for health-care professionals. Various consumer publications, including online news services and broadcast media outlets, also quoted the surveys. It was clear from all of these media outlets that information about massage from AMTA is viewed as important.

We've also had great success with the new posters for medical offices. AMTA members bought more than 6,000 posters to deliver to health-care facilities. One medical group practice in New Jersey contacted the National Office and requested 25 more posters, so they could post them in all of their locations and help promote the benefits of massage for their patients.

AMTA works with news media every day to achieve more quality media coverage of massage. Continuing to increase the image and awareness of massage by the public and health-care communities, so they understand the value of massage delivered by AMTA members as a regular part of one's life, is a goal for AMTA.

fingerprints

Rev And Relaxation

In late August, Harley Davidson held its 100th anniversary celebration in Milwaukee. At the event, which was the culmination of 14 months of celebration, Brenda Holbach (WI) was there to provide chair massages to weary bikers, some of whom traveled from as far as Australia for the festivities.

Brenda Holbach massages Lee Schwalenberg at Harley Davidson's 100th anniversary celebration in Milwaukee.

A Harley enthusiast herself, Holbach remembers how taking long trips on the back of one put strain on her lower back, and how her road companion complained of hand and wrist strain. So, when Holbach had to give a presentation on the benefits of massage to a targeted audience in massage school last year, she chose Harley riders and tied it in with the riders who would be coming up for the100th anniversary celebration.

Holbach says the class presentation was a great success, and she was urged by classmates to pursue chair massage for the upcoming Harley festivities. She mentioned the idea to some colleagues with business savvy, who explored the idea. In all, Holbach estimates there were five to 10 therapists at

the House of Harley dealership in two separate locations of the facility. She says she also heard there were other therapists giving chair massage all over the city.

"They were very enthusiastic," Holbach says of the bikers who tried the chair massage. She even received a marriage proposal from one biker who was thrilled with the massage.

Holbach says it was a challenge finding massage therapists interested in participating in the event, but she enjoyed it. "It was the most fun I have ever had giving massage," Holbach says

AMTA Representative Appointed To AMA CPT Committee

AMTA has received confirmation of its nominee, Whitney W. Lowe, NCTMB, as its representative to the American Medical Association (AMA) Current Procedural Terminology (CPT) Health Care Professional Advisory Committee (HCPAC). His term is effective immediately, and expires June 2006.

The HCPAC is an advisory committee to the AMA CPT Editorial Panel and is comprised of organizations representing allied health professionals that use CPT codes. Two members of the HCPAC also are voting members on the CPT editorial panel.

Whitney W. Lowe is confirmed as AMTA's representative to the AMA's Health Care Professional Advisory Committee.

"This is really a great step for AMTA and for massage therapists who are interested in working with the health-care community," says AMTA President Brenda L. Griffith.

In late spring 2003, AMTA was asked by the AMA to nominate someone as its representative to HCPAC. AMTA sought someone who could represent the coding interests of massage therapists who use or want to use CPT codes for insurance reimbursement. AMTA nominated Lowe, but needed to wait for the AMA Board of Trustees to accept the appointment at its October 2003 meeting.

quick tips!

Promoting With Coupons

Sales promotion is a great way to market yourself and your business. Coupons can encourage appointments and increase clientele. For instance, offering discount coupons cuts the cost for consumers, giving them a perception of less risk for trying a massage, making them more likely to book an appointment.

There are a variety of coupons you can offer. Here are a few ideas:

- 10 percent off first massage;
- Free 10-minute chair massage;
- Pay for one session, get 50 percent off a session for a second person;
- Offer free merchandise with a massage;
- Buy five massages, get one free;

After you have your coupons, you will need to distribute them. Some places to consider:

- Health fairs
- Newsletter distributed to clients
- Newsletter for target group (examples: employer or hobby group)
- Locations frequented by target groups (health clubs, hospitals)
- Health-related businesses
- Bulletin boards at client's workplace

And remember to code your coupons so you will be able to identify where the coupons came from. For example, hand out blue-colored coupons at the health club and yellow ones at a hospital. That way, when they are redeemed, you will be able to tell which distribution areas are working best.

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Calendar

2004

March 6-7
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

March 25-28
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

June 12-13
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

August 12-15
AMTA COS Teachers Conference
Denver, Colorado
Contact: 847-864-0123, ext. 143

October 6-10
AMTA 2004 National Convention
Nashville, Tennessee
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

Upcoming Deadlines

March 1, 2004 — *May/June 2004 Issue*
May 3, 2004 — *July/August 2004 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100, Evanston, Illinois 60201-4464

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178

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foundation bulletin

AMTA Foundation Corporate Giving Program Grows

Oakworks, Inc. became a Sustaining Benefactor of the AMTA Foundation, donating $10,000 at the 2003 National Convention. Oakworks' gift will make a noticeable difference in what the foundation will be able to achieve this year.

Pain Management with the Masters Symposium (Gold Partner), sponsored by Performance Health, Inc./Biofreeze® and Custom Care Massage, also donated the proceeds from their event to the foundation.

Thanks to *Massage Magazine* for joining the foundation's financial support base by becoming a Silver Partner during the Richmond convention. We also welcome Solution Graphics, Inc. and Solwolfe Resource Group, Inc. as Corporate Giving Program donors. Performance Health, Inc./Biofreeze (Silver Partner) and Custom Craftworks (Bronze Partner) also recently renewed their ongoing commitment to the foundation's work for another year.

We thank these businesses for their generous support of our research, community service and education programs. To explore the full list of the projects that we have funded, go to www.amtafoundation.org and click on "Grants."

If your company would like to become a part of the AMTA Foundation's Corporate Giving Program, please contact AMTA Foundation Director Gini Ohlson at 847-869-5019, ext. 120.

Dates Set for 2004 Convention

Couldn't attend the 2003 convention? Don't miss out in 2004! Join us October 6–10 in Music City, USA—Nashville, Tennessee—for a valuable opportunity to network with your peers, earn continuing education credits from top educators in the massage and bodywork professions and enjoy your surroundings in this exciting city. Start planning and saving today. Let's make the 2004 convention even more successful! More information will appear in upcoming issues of *Hands On*.

We're Looking For Your Ideas

AMTA encourages input from members on new ideas for member products, programs and services (PPS). If you have an idea for a new PPS that you'd like AMTA to establish, contact Dean Vaeth at 847-864-0123, ext. 130, or by E-mail at *dvaeth@amtamassage.org*. You can also visit the Members' Only section of our Web site to fill out a request online and read more about how this process works.

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